

CONTRACT



WLKY-TV
1918 Mellwood Ave.
Louisville, KY 40206
(502)893-3671

www.wlky.com

And:

Campaign Services
13426 Forest Springs Drive
Louisville, KY 40245

Contract / Revision 969294 /		Alt Order #
Product Chris Thieneman for Senate-KY		
Contract Dates 11/01/12 - 11/06/12		Estimate #
Advertiser Thieneman/R/Senate		Original Date / Revision 11/02/12 / 11/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLKY	Account Executive Local House WLKY	Sales Office Louisville
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLKY	11/01/12	11/06/12	NewsChannel 32 6a-7a	6a-7a		:15/:15			PB	1	\$450.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---11--				2	\$450.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WLKY	10/29/12-11/04/12	NewsChannel 32 6a-7a	6a-7a	----ThF----	:15/:15		\$450.00	PB		
		Credited										
	1	WLKY	10/29/12-11/04/12	NewsChannel 32 6a-7a	6a-7a	----ThF----	:15/:15		\$450.00	PB		
		Credited										
Week:		11/05/12	11/11/12	11-----				2	\$450.00			
2	WLKY	11/05/12	11/05/12	M-F NewsChannel 32 6p-630p-630p			:15/:15			PB	1	\$750.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$750.00			
N 3	WLKY	11/01/12	11/05/12	Wheel of Fortune	7p-730p		:15/:15			PB	1	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---11--				2	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WLKY	10/29/12-11/04/12	Wheel of Fortune	7p-730p	----ThF----	:15/:15		\$1,000.00	PB		
		Credited										
	1	WLKY	10/29/12-11/04/12	Wheel of Fortune	7p-730p	----ThF----	:15/:15		\$1,000.00	PB		
		Credited										
Week:		11/05/12	11/11/12	1-----				1	\$1,000.00			
4	WLKY	11/03/12	11/03/12	Sa 7-730p	7-730p		:15/:15			PB	1	\$600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$600.00			
N 5	WLKY	11/01/12	11/05/12	M-Su NewsChannel 32 11p-11p-1135p			:15/:15			PB	1	\$900.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WLKY-TV
1918 Mellwood Ave.
Louisville, KY 40206
(502)893-3671

www.wlky.com

<u>Contract / Revision</u> 969294 /		<u>Alt Order #</u>
<u>Contract Dates</u> 11/01/12 - 11/06/12	<u>Product</u> Chris Thieneman for Sen	<u>Estimate #</u>
<u>Advertiser</u> Thieneman/R/Senate		<u>Original Date / Revision</u> 11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---11--				2	\$900.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WLKY	10/29/12-11/04/12	M-Su NewsChannel 32	11p-11p-1135p	----ThF----	:15/:15	\$900.00	PB		
		Credited										
		1	WLKY	10/29/12-11/04/12	M-Su NewsChannel 32	11p-11p-1135p	----ThF----	:15/:15	\$900.00	PB		
		Credited										
Week:		11/05/12	11/11/12	1-----				1	\$900.00			
N 6	WLKY	11/01/12	11/01/12	NewsChannel 32 6a-7a	6a-7a		:30			NM	1	\$450.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$450.00			
N 7	WLKY	11/01/12	11/01/12	Wheel of Fortune	7p-730p		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$1,000.00			
N 8	WLKY	11/01/12	11/01/12	M-Su NewsChannel 32	11p-11p-1135p		:30			NM	1	\$900.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$900.00			
Totals											12	\$8,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	12	\$8,850.00	\$7,522.50
Totals	12	\$8,850.00	\$7,522.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.